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INNER CIRCLE: WHO'S OUT THERE?

Many of you have wanted amplification of the statement in the last *TMI FOCUS* which said, "Contributions of service also meet the requirements for *INNER CIRCLE* eligibility, providing that the service has a dollar equivalency of \$500 or more."

"I want to help. What can I do for TMJ?" is what you've been asking me. There's no simple, single answer to this question. TMI's activities are exceedingly varied, ranging from the programs. lab research (including software development), marketing (including sales, advertising, and public relations), to development of new products, overall administration, etc. Each of these general areas includes a long list of things that we want and need to be doing but haven't the staff resources to undertake. As you can imagine, our "wish list" covers a broad and varied spectrum of talent and experience, more than I can describe fully in response to each offer of volunteer help.

Then how do you know if you have something to offer that we need and want? The best way is to call or write and tell me about yourself, your background, your interests, your skills, your contacts, the circles in which you move, etc., and together we'll try to match these with a need of the Institute.

A few examples may clarify. Conversation with an interested donor of services revealed that he was a PhD and university professor of accounting. After learning that our comptroller was researching some kind of complex financial forecasting system, I put the two in touch with one another. Outcome: hours of consultation that saved our comptroller weeks of effort, and a new *INNER CIRCLE* member. Another interested supporter knows somebody who knows somebody close to a big recording star. Through this personal connection, we're going to be able to explore the possibility of a Hemi-Sync background on a forthcoming release.

Other volunteers help us by referring their interested friends to attend a *GATEWAY VOYAGE*, or by word-processing tapes of *EXPLORER* sessions, or by introducing Hemi-Sync tapes to a retail outlet and persuading them to carry our products, or by writing and getting published an article about the applications of Hemi-Sync, or. . . , or. . . .

We'd certainly like to discuss "How can I help the Institute?" with a professional graphic artist who creates camera-ready art for ads and other pieces; with an experienced business/tax attorney; with a successful entrepreneur who has mounted an effective multimedia ad campaign; with someone from a company that could laminate our flip charts; with someone on the editorial staff of a magazine. These may sound very far from volunteering as a research

subject, or some of the other more "glamorous" elements of our activities. The reality is that our greatest needs are practical: these are the areas that produce the income to fund the research and development.

So if you're willing to give of yourself to further the work of the Institute, think about what you can do and/or whom you know in the broadest possible terms, and get in touch with us. We'll think together about what creative contribution you can make.